



**THE WINNING
COMBINATION**

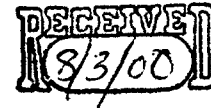
The Informed Choice

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July 20, 2000

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Director
Special Nutritionals
Center for Food Safety and Applied Nutrition
FDA
200 C Street S.W.
Washington, DC 20204



RE: COENZYME Q-10 PLUS

Dear Sir / Madam:

This is a 30-day notification of a statement of nutritional support for a dietary supplement. The product name is **Andrew Lessman's COENZYME Q-10 PLUS**. The structure / function claims on all sizes and configurations of this product are identical. They are as follows:

Andrew Lessman's COENZYME Q-10 PLUS™ is a unique synergistic blend of the powerful anti-oxidant and energy co-factor, CoQ10 plus Vitamin C and Potassium-Magnesium Aspartate. CoQ10 is also known as ubiquinone, a substance that received its name because it is ubiquitous, which means it is found in every cell in the human body. CoQ10's actions are very much like a vitamin, possessing a wide range of beneficial properties and activities. One of the most important functions is its critical role in the production of all cellular energy. In order to survive, all cells must produce energy and CoQ10 is absolutely required to do so. Also, since CoQ10 is vital for cellular energy production, it is not surprising that it is found in the highest concentrations in the tissues of the "hardest working" organs in the body, such as the heart, liver, kidneys and skeletal muscles. In fact, concentrations of Coenzyme Q10 in the heart are the highest of any tissue in the entire body and adequate supplies of this nutrient help to support healthy cardiac function. It is also important to note that like many substances produced by the body, the production of CoQ10 decreases as we become older and our supplies of CoQ10 are also reduced by stress, illness and even exercise. It is for this reason that it is important to support these vital tissues in your body by maintaining adequate supplies of CoQ10. Coenzyme Q10 also plays a role as a powerful anti-oxidant and since it is found in every cell in the body, it helps to protect all of these cells from free radical damage. This anti-oxidant protection is especially important to the delicate cells of the heart, liver, pancreas, nerves and the gums. To further enhance this formula, we include the additional anti-oxidant support of our non-acidic Vitamin C, as well as our special electrolyte complex (Potassium-Magnesium Aspartate), which provides critical intracellular electrolytes to support cellular energy production and nervous system function.

Respectfully Submitted,

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Rob Maltas
Director, Product Development

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